

**Amendment To The Claims**

Please amend the claims as follows:

1. –12. (canceled).

13. (previously presented) A postage printing system, comprising:

a registration wall;

a transport device for feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system where one of the plurality of lateral edges is aligned with the registration wall;

a printer capable of printing a postal indicia and an ad slogan on the envelope, the printer being located in proximity to the path of travel so as to define a print position;

a control system in operative communication with the transport device and the printer, the control system for:

obtaining an indication from an operator of a selected print location for the ad slogan;  
and

determining if the postal indicia and the ad slogan may be printed in a single pass of the envelope through the print position of the postage printing system.

14. (previously presented) The postage printing system of claim 13, wherein:

if the control system determines that the postal indicia and the ad slogan cannot be printed in a single pass through the postage printing system, then the postal indicia is printed in one pass through the postage printing system and the ad slogan is printed in another pass through the postage printing system.

15. (previously presented) The postage printing system of claim 14, wherein:  
  
before the another pass through the postage printing system, the control system provides the operator with an indication of an anticipated orientation of feeding the envelope through the postage printing system based upon the selected print location.

16. (previously presented) The postage printing system of claim 15, further comprising:

a scanner for detecting a distinguishing characteristic of the envelope; and

wherein:

during the another pass, the control system is further for:

using the distinguishing characteristic to determine a fed orientation of the envelope;

comparing the fed orientation with the anticipated orientation; and

bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

17. (previously presented) The postage printing system of claim 16, wherein:

the one pass occurs prior to the another pass; and

the distinguishing characteristic of the envelope is the postal indicia.

18. (previously presented) The postage printing system of claim 17, wherein:

the postal indicia is printed along a top edge of the envelope; and

if the selected print location is along a bottom edge of the envelope, then the control system prints the ad slogan upside down so that the postal indicia and the ad slogan both read right side up when the envelope is viewed properly.

19. (previously presented) The postage printing system of claim 14, further comprising:

a scanner for detecting a distinguishing characteristic of the envelope; and

wherein:

during the another pass, the control system is further for:

using the distinguishing characteristic to determine a fed orientation of the envelope;

comparing the fed orientation with an anticipated orientation; and

bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

20. (previously presented) The postage printing system of claim 19, wherein:

the one pass occurs prior to the another pass; and

the distinguishing characteristic of the envelope is the postal indicia.

21. (previously presented) A postage printing system, comprising:

a registration wall;

a transport device for feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system where one of the plurality of lateral edges is aligned with the registration wall;

a printer capable of printing a postal indicia and an ad slogan on the envelope, the printer being located in proximity to the path of travel so as to define a print position;

a control system in operative communication with the transport device and the printer, the control system for:

causing the postal indicia to be printed in one pass through the postage printing system and the ad slogan to be printed in another pass through the postage printing system; and

before the another pass through the postage printing system, providing the operator with an indication of an anticipated orientation of feeding the envelope through the postage printing system based upon a selected print location.

22. (previously presented) The postage printing system of claim 21, further comprising:

a scanner for detecting a distinguishing characteristic of the envelope; and

wherein:

during the another pass, the control system is further for:

using the distinguishing characteristic to determine a fed orientation of the envelope;

comparing the fed orientation with the anticipated orientation; and

bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

23. (previously presented) The postage printing system of claim 22, wherein:  
  
the one pass occurs prior to the another pass; and  
  
the distinguishing characteristic of the envelope is the postal indicia.

24. (previously presented) The postage printing system of claim 23, wherein:  
  
the postal indicia is printed along a top edge of the envelope; and  
  
if the selected print location is along a bottom edge of the envelope, then the control system prints the ad slogan upside down so that the postal indicia and the ad slogan both read right side up when the envelope is viewed properly.

25. (currently amended) A method of operating a postage printing system, the method comprising ~~the step(s) of:~~  
  
feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system and along a registration wall where one of the plurality of lateral edges is aligned with the registration wall;  
  
defining a print position where a postal indicia and an ad slogan may be printed on the envelope;  
  
obtaining an indication from an operator of a selected print location for the ad slogan;  
and  
  
determining if the postal indicia and the ad slogan may be printed in a single pass through the print position of the postage printing system.

26. (previously presented) The method of claim 25, wherein:

if the postal indicia and the ad slogan cannot be printed in a single pass through the postage printing system, then the postal indicia is printed in one pass through the postage printing system and the ad slogan is printed in another pass through the postage printing system.

27. (previously presented) The method of claim 26, further comprising the step(s) of:

before the another pass through the postage printing system, providing the operator with an indication of an anticipated orientation of feeding the envelope through the postage printing system based upon the selected print location.

28. (previously presented) The method of claim 27, further comprising the step(s) of:

detecting a distinguishing characteristic of the envelope; and

during the another pass:

determining a fed orientation of the envelope based on detecting the distinguishing characteristic;

comparing the fed orientation with the anticipated orientation; and

bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

29. (previously presented) The method of claim 28, wherein:

the one pass occurs prior to the another pass; and

the distinguishing characteristic of the envelope is the postal indicia.

30. (previously presented) The method of claim 29, wherein:

the postal indicia is printed along a top edge of the envelope; and

further comprising the step(s) of:

if the selected print location is along a bottom edge of the envelope, printing the ad slogan upside down so that the postal indicia and the ad slogan both read right side up when the envelope is viewed properly.

31. (previously presented) The method of claim 26, further comprising the step(s) of:

detecting a distinguishing characteristic of the envelope; and

during the another pass:

determining a fed orientation of the envelope based on detecting the distinguishing characteristic;

comparing the fed orientation with an anticipated orientation; and

bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

32. (previously presented) The method of claim 31, wherein:

the one pass occurs prior to the another pass; and

the distinguishing characteristic of the envelope is the postal indicia.

33. (previously presented) The method of claim 32, wherein:

the postal indicia is printed along a top edge of the envelope; and

further comprising the step(s) of:

if the selected print location is along a bottom edge of the envelope, printing the ad slogan upside down so that the postal indicia and the ad slogan both read right side up when the envelope is viewed properly.

34. (previously presented) A method of operating a postage printing system, the method comprising the step(s) of:

feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system and along a registration wall where one of the plurality of lateral edges is aligned with the registration wall;

defining a print position where a postal indicia and an ad slogan may be printed on the envelope;

causing the postal indicia to be printed in one pass through the postage printing system and the ad slogan to be printed in another pass through the postage printing system; and

before the another pass through the postage printing system, providing the operator with an indication of an anticipated orientation of feeding the envelope through the postage printing system based upon a selected print location.



35. (previously presented) The method of claim 34, further comprising the step(s) of:

detecting a distinguishing characteristic of the envelope; and

during the another pass:

determining a fed orientation of the envelope based on detecting the distinguishing characteristic;

comparing the fed orientation with the anticipated orientation; and

bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

36. (previously presented) The method of claim 35, wherein:

the one pass occurs prior to the another pass; and

the distinguishing characteristic of the envelope is the postal indicia.

37. (previously presented) The method of claim 36, wherein:

the postal indicia is printed along a top edge of the envelope; and

further comprising the step(s) of:

if the selected print location is along a bottom edge of the envelope, printing the ad slogan upside down so that the postal indicia and the ad slogan both read right side up when the envelope is viewed properly.